2. The method as claimed in claim 1, wherein the serial number is recorded in an unfalsifiable manner on the medium during its manufacture.

3. The method as claimed in claim 1, wherein the serial number is a unique number for each medium or exhibits a low probability of being common to two media.

4. The method as claimed in claim 1, wherein the step of formatting of the digital data to be duplicated is carried out using a secret-key encryption algorithm such as DES or a public-key algorithm such as RSA.

5. The method as claimed in claim 4, wherein the encryption key is dependent on the serial number.

6. The method as claimed in claim 5, wherein the encryption key is furthermore dependent on a secret parameter contained in any reading device adapted for reading the digital data arising from said source.

7. A method of copying which avoids the bit-by-bit duplication of digital data read by a reading device and copied onto a medium , wherein the medium comprises a serial number and in that the method of copying comprises the following steps:

- sending of the serial number recorded on the medium to the reading device,
- formatting of the digital data read with the aid of the serial number, and
- recording on said medium of the formatted digital data.
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8. The method as claimed in claim 7, wherein the formatting step is carried out in the reading device.

9. The method as claimed in claim 7, wherein the reading device comprises means making it possible to read the medium containing the formatted digital data.

10. The method as claimed in claim 7, wherein before performing the duplication of the digital data, it comprises a step of checking authorization to copy.